



CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

6723

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

ΙKE	vision Comments.																	
	ne Daypart lo Program	Daypart Code	STN Gross	STN Net	Days Dur							ı Fri 5 10/26					Total Spots	
W	KRC-TV	. 1																
11	MTuWThF 6:00a-6:30a) EM	\$1,200.00	\$1,020.00	30	0	0	1	1	1	•	1 1	0	(0	1	6	
	GD MRN CINN@6																	
12		· WK	\$800.00	\$680.00	30	1	0	C	0	0	(0 0	1	(0	0	2	
	LOCAL12NW-SA 7																	
13	· ·	WK	\$1,100.00	\$935.00	30	1	0	C	0	0	(0 0	1	(0	0	2	
	SAT ER SHW-CBS							_							_	•		
14	•	WK	\$1,100.00	\$935.00	30	1	0	C) ()	0	(U U	1	(J	0	2	
4.5	SAT ER SHW-CBS Su 9:00a-9:30a	VAUZ	¢0.000.00	#0.200.00	20	0	,	ſ			,	0 0	0		1	0	2	
15	-	VVK	\$2,800.00	\$2,380.00	30	U	'		, ,	U	,	U U	U	1	1	U	2	
16	SUNDAY MRN-CBS Su 9:30a-10:00a	W	¢2 200 00	\$2,380.00	30	0	1	(n			n n	٥	,	1	0	2	
10	SUNDAY MRN-CBS	VVIX	φ2,000.00	φ2,300.00	30	U	'		, ,		,	0 0	U			·	2	
17	Su 10:00a-10:30a	\/K	\$2,800,00	\$2,380.00	30	0	1	(n n	0	(0 0	0	,	1	0	2	
•••	SUNDAY MRN-CBS V	1	Ψ2,000.00	\$2,000.00		ŭ							_					
18	MTuWThF 5:00p-5:30p		\$2,000,00	\$1,700.00	30	0	0	() 0	0	(0 0	0	(0	1	1	
	LOCAL12 NEWS-5<																	
19	V	EN	\$2,000.00	\$1,700.00	30	0	0	1	0	1	(0 1	0	(0	0	3	
	LOCAL12 NW-530<	10																
20	MTuWThF 6:00p-6:30p	EN EN	\$2,500.00	\$2,125.00	30	0	0	() 1	0		1 0	0	(0	0	2	
	LOCAL12 NEWS-6<	V				_												
21	Sa 6:00p-6:30p	EN	\$1,000.00	\$850.00	30	(1) 0	() 0	0		0 0	0	(0	0	1	
	NEWS						1											
																1.		



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Separation between spots: 10

Revision Comments:

Line No	Daypart Daypo Program Coo			Days Dur					Wed 10/24			Sat 10/27				Total Spots
WKR	c-tv n															
22	MTuWThF 11:00p-11:35p / LN	\$2,800.0	00 \$2,380.00	30	0	0	1	1	0	1	1	0	1	0	1	5
23	LATE NEWS Sa 11:00p-11:35p ATE NEWS LATE NEWS	I \$2,800.0	00 \$2,380.00	30	1	0	0	0	0	0	0	0	1	0	0	1
24	Su 11:00p-11:35p	\$2,800.0	00 \$2,380.00	30	0	1	0	0	0	0	0	0	ł	0	0	1
25	MTuWThF 11:35p-12:35a LF D LETTRMAN-CBS<	\$1,000.0	00 \$850.00	30	0	0	1	0	1	0	0	0	1	0	0	2
	71		Tota	al Spots:	5	4	4	3	3	3	3	3	;	3	3	34
	Total Cost:	\$65,600.0	0 \$55,760	0.00												
	Total															
	OCT 12	\$59,600.0	0 \$50,660	0.00												31
	NOV 12	\$6,000.0	0 \$5,100	0.00												3
										5	Signat	ure:				

Disclaimer:



Summary by Station/System

Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net PCT
WKRC-TV	34	\$65,600.00 100%	\$55,760.00 100%
Market Total:	34	\$65,600.00	\$55,760.00

Dienger, Whitney

From: Jacobs, Sarah

Sent: Friday, October 19, 2012 10:55 AM

To: Dienger, Whitney

Subject: FW: Checks & Balances MKGD WKRC

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

Sent: Friday, October 19, 2012 10:53 AM

To: Jacobs, Sarah

Subject: RE: Checks & Balances MKGD WKRC

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]

Sent: Friday, October 19, 2012 10:49 AM

To: Whitney Eversole

Subject: Checks & Balances MKGD WKRC

Importance: High

1x Sat 6-630pm News at \$1000 is N/A due no news due football. Mkgd 2x Big East game 10/20 at \$500 each.

Please confirm. Thanks SAJ

Sarah Jacobs

Local Sales Manager WKRC CBS 12/Local 12.2 The CW Cincinnati 513/763-5672

ORDER

Orders	Order / Rev:	67231			1		LOCAL	AL	2	
	Alt Order #:									
	Product Desc:	oh che	oh checks & balances							
	Estimate:	2997					Local 12 WKRC-TV	KRC-TV		
	Flight Dates:	10/20/	10/20/12 - 10/29/12		Primary AE:	úi	LSM LSM			
	Original Date / Rev:		10/19/12 / 10/19/12		Sales Office:		CVG			
	Order Type:	GENERAL	RAL		Sales Region:	ion:	Local			
Agency	Name:	Strate	Strategic Media Placement	ment						
	Buving Contact:				Billing Type:	·a	Cash			
	Billing Contact:				Billing Calendar:	endar:	Broadcast			1
	•		7669 Stagers Loop		— Billing Cycle:	<u>::</u>	EOM/EOC			1
		Delawa	Delaware, OH 43015		Agency Co	Agency Commission:	15%			
Advertiser	Name:	Check	Checks and Balances for Economic G	for Economia	9					
	Demographic:	 			New Business Thru:	less Thru:				
	Product Codes:		Issues/Propositions		Order Separation:	aration:	00:15:00			ĺ
	Priority:	P-1			Advertiser	Advertiser External ID:				
	Revenue Codes:		AGY, POL-ISS, GEN		Agency External ID:	ternal ID:				
Bill Plan					Totals					
Start Date	End Date #	# Spots Gross Amount	mount Net Amount	mount	Month	# Spots	Gross Amount	Ш	Net Amount	Rating
10/01/12 1	10/28/12 10/29/12	32 \$5 3 \$6	\$59,600.00 \$6,000.00	\$50,660.00 \$5,100.00	October 2012 November 2012	32			\$50,660.00 \$5,100.00	0.00
Account Executives	evi)				Totals	35	\$65,600.00		\$55,760.00	0.00
Account Executive	ive Sales	Office	Sales Region	Start Date / End Date	nd Date	Order %				
LSM LSM				Start Of Order	Start Of Order - End Of Order	100%	7 .∞			
Order Share		Share	Total							
Local 12 WKRC-TV		41%	\$65,600.00							
Market		100%	\$160,000.00							
Competitive Share	lare	Share	Total							
EKRC		1%	\$1,600.00							
UNKWN		28%	\$92,800.00							
WCFO		% %	\$0.00							
WSTR		%0	\$0.00							
WXIX		%0	\$0.00							
Ch Ch	Start End	Inventory Code	de Break	Start/End Time	Days	Len Spots	Rate Pri	Rtg Type (Spots	Amount
WKRC	2	6a Good Morn Cincinnato	ncinna		$\frac{11111}{1}$	2	DP-1			\$7,200.00
Start Date Week: 10/22/12		Weekdays 11111	Spots/Week 5	Ex Rate 5.51,200.00	Rating 0.00		·			
N 2 WKRC 10	N 2 WKRC 10/20/12 10/27/12	6a-8a Local 12 News SaCM		7:00 AM-8:00 AM	0.00 0 AM1-	:30	\$800.00P-1	0.00 NM	8	\$1,600.00
t			2 News Sat	_	O AM)		/			
Start Date Week: 10/15/12 Week: 10/22/12	Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	Weekdays	Spots/Week 1	0 4	<u>Kating</u> 0.00 0.00					
N 3 WKRC 10	0/20/12 10/27/12	CBS This Morning Satur&M	ning Satur&M	8:00 AM-9:00 AM	0 AM1-	:30 1	\$1,100.00P-1	0.00 NM	7	\$2,200.00

Print Date: 10/19/12 12:51:56 Page 2 of 2

Local 12 WKRC-TV Checks and Balances for Economic Groon checks & balances 2997 Product Desc: Advertiser: Estimate: 10/20/12 - 10/29/12 67231 Flight Dates: Order / Rev: Alt Order #:

Amount	\$2,200.00	\$5,600.00	\$5,600.00	\$5,600.00	\$2,000.00	\$6,000.00	\$5,000.00	\$1,000.00	\$14,000.00	\$2,800.00	\$2,800.00	\$2,000.00
Spots	7	0	7	7	~	ო	0	0	5	~	~	35
Rtg Type (0.00 NM	0.00 NM	0.00 NM	0.00 NM	0.00 NM	0.00 NM	0.00 NM	0.00 NM				
s Rate Pri	1 \$1,100.00P-1	1 \$2,800.00P-1	1 \$2,800.00P-1.	1 \$2,800,00P-1	1 \$2,000.00P-1	3 \$2,000.00P-1	2 \$2,500.00P-2	2 \$500.00P-4	5 \$2,800.00P-2	1 \$2,800.00P-2	1 \$2,800.00P-2	2 \$1,000.00P-2
Len Spots	:30	30	0E:	0E:	:30	:30	06:	30	:30	<u>06.</u>	30	900
ime Days 5 AM) ✓ Rating 0.00 0.00	00 AM1- 00 AM) // Rating 0.00 0.00	O 000	00 AM1 00 AM) / Rating 0.00	:30 AI1 :30 AM) \(\sigma\) Rating 0.00) PM 1 ⊃ PM) √ Rating	0 PM 1-1-1 0 PM) ✓ Rating 0.00	-1-1 Rating 0.00	2- Rating 0.00	Rating 0.00 0.00	1- Rating 0.00	1 Rating 0.00	2 2
c Start/End Time (8:00 AM-9:00 AM) Rate Ration (1-\$1,100.00 0.00)	9:00 AM-10:00 AM) (9:00 AM-10:00 AM) (8:00 AM-10:00 AM) (851,100:00 0:00 0:00		9:30 AM-10:00 AM (9:30 AM-10:00 AM) K Rate Rating 1,52,800.00 0.00	10:00 AM-10:30 AI (10:00 AM-10:30 AM) k Rate Rating 1 52,800:00 0.00					11p-1135p V Rate \$2,800.00 \$2,800.00			1135p-1235a v Rate 1
Break how Spots/Week	\(\frac{1}{6}\)	CM	CM	CM ews Spots/Wee	vs at Fiv&M vs at Five Spots/Week	vs at FiveM vs at Five Spots/Week 3	vs at SixCM vs at Six Spots/Week	CM	2 News CM 12 News 11 Spots/Week 4	i 12 NwsCM ii 12 Nws 11 Spots/Week	i 12 NwsCM ii 12 Nws 11 Spots/Week	CM Spots/Week
Inventory Code Saturday Early Show <u>Weekdays</u> 1-	CBS This Morning Satur&M Saturday Early Show Weekdays Spots/We1-	CBS Sun Morning CBS Sun Morn News Weekdays Spo	CBS Sun Morning CBS Sun Morn News Weekdavs Spo	CBS Sun Morning CBS Sun Morn News Weekdays Spc	5p Local 12 News at Fiv £ M 5p Local 12 News at Five <u>Weekdays</u> <u>Spots/We</u>	5p Local 12 News at Fiv £ M 5p Local 12 News at Five <u>Weekdays</u> Spots/W6 1-1-1-	6p Local 12 News at SixCM 6p Local 12 News at Six Weekdays Spots/We -1-1	Big East Football Big East Football Weekdays	11p M-F Local 12 News GM 11p M-F Local 12 News 11 <u>Weekdays</u> Spots/We 11-11	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 <u>Weekdays</u> <u>Spots/We</u> 1- √	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 Weekdays Spots/We	Letterman Letterman <u>Weekdays</u> ∕ 1-1
End End Date 10/21/12 10/28/12	2 10/27/12 End Date 10/21/12 10/28/12	2 10/28/12 End Date 10/21/12 10/28/12	2 10/28/12 End Date 10/21/12 10/28/12	2 10/28/12 End Date 10/21/12 10/28/12	2 10/29/12 End Date 11/04/12	2 10/26/12 End Date 10/28/12	2 10/25/12 End Date 10/28/12	2 10/20/12 End Date 10/21/12	2 10/29/12 End Date 10/28/12 11/04/12	2 10/20/12 End Date 10/21/12	2 10/21/12 End Date 10/21/12	2 10/24/12 End Date 10/28/12
Ln Ch Start Start <u>Date</u> Week: 10/15/12 Week: 10/22/12	N 4 WKRC 10/20/12 10/27/12 Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	N 5 WKRC 10/21/12 10/28/12 Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	N 6 WKRC 10/21/12 10/28/12 Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	N 7 WKRC 10/21/12 10/28/12 Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	N 8 WKRC 10/29/1. Start Date Week 10/29/12	N 9 WKRC 10/22/12 10/26/12 Start Date End Date Week: 10/22/12 10/28/12	N 10 WKRC 10/23/12 10/25/12 Start Date End Date Week: 10/22/12 10/28/12	N 11 WKRC 10/20/12 10/20/12 Start Date End Date Week: 10/15/12	N 12 WKRC 10/22/12 10/29/12 Start Date End Date Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	N 13 WKRC 10/20/12 10/20/12 Start Date End Date Week: 10/15/12 10/21/12	N 14 WKRC 10/21/12 10/21/12 Start Date End Date Week: 10/15/12 10/21/12	N 15 WKRC 10/22/12 10/24/12 Start Date End Date Week: 10/22/12 10/28/12